MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

LSM2027 SOCIAL MEDIA STRATEGIES

(All sections)

28 FEBRUARY 2020
3:00 PM – 5:00 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** printed page with **TWO** section **ONLY.**
2. Answer **THREE QUESTIONS.**
3. **SECTION A** is **COMPULSORY.**
4. **ANSWER 2 out of 4 QUESTIONS in SECTION B.**
5. Write your answers in the **Answer Booklet** provided.

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SECTION A: STRUCTURED QUESTIONS. [30 MARKS]

Instruction: Answer **ALL** questions.

1. A new headphone company called Infinity plans to penetrate the Asian market by introducing a state-of-the-art music technology. Apart from its supreme bass, the company claims that its sound system is able to immerse users in the music they are listening to. The engineers behind the brand have won several awards worldwide. As the social media manager for Infinity, you need to develop an effective social media strategy for brand awareness that leads to sales.

   Your answer shall include:

a. Your idea for the campaign's social media strategy (5 marks)
b. Social media communication sales funnel (Kelly, 2012) with ideas in each of the stages. (25 marks)

SECTION B: SHORT ANSWER QUESTIONS. [20 MARKS]

Instruction: Answer any **TWO** questions only.

1. Explain 3 types of social media channels. Compare and contrast the benefits of each channel. (10 marks)

2. Describe the 5 aspects of social media success measurement. Discuss each of the measurement strategies you can apply in a digital marketing campaign. (10 marks)

3. Describe any 5 of the principles of content marketing. Apply your understanding in the real world social media practices with examples. (10 marks)

4. Explain the 3 types of social media strategies and how social media support organisations to achieve these strategies. Assess the justification for each type of strategy when used in a social media campaign. (10 marks)

End of Paper